ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE GHOST PRISM:

A TIMELESS STATEMENT OF SELF-EXPRESSION

Tuesday 12 March 2024, Goodwood, West Sussex (EMBARGO TO 13.00 GMT)

* Rolls-Royce presents Ghost Prism, inspired by the world of contemporary design
* Showcased in Gunmetal exterior paint, Burnout and black brightwork and four bold accent colours
* Embodies the preferences of clients from the fashion and design industries, increasingly compelled by dark, neutral tones with bold strokes of colour
* Limited to 120 motor cars, referencing Rolls-Royce’s 120th anniversary in 2024
* Confirms that Ghost is the purest canvas for self-expression in the luxury sector

*“At Rolls-Royce, we are led by the tastes and desires of our clients, who in many cases determine global trends in fashion and the wider luxury sector. Ghost Prism is an extension of the personal aesthetic of a specific subset from this group of tastemakers. The motor car’s innovative use of dark, neutral tones with subtle impulses of colour, places it firmly within the contemporary luxury landscape. Our clients are experts and connoisseurs who know exactly what they want; Ghost Prism celebrates the unique relationship we have with them.”***Anders Warming, Director of Design, Rolls-Royce Motor Cars**

Many Rolls-Royce clients are powerful and influential figures in the international fashion, design and super-luxury community. These individuals apply their professional instincts, as well as their personal sensibilities, to their Rolls-Royce commissions. Based on the close relationship the marque’s designers have with these clients, they have anticipated demand for an emerging aesthetic movement and created Rolls-Royce Ghost Prism.

Drawing inspiration from the world of contemporary design, Rolls-Royce Ghost Prism showcases flawlessly finished dark, neutral tones which are subtly accented with bold strokes of colour, creating a timeless statement. It is this contrast between a solid form and bright, spectral hues that inspired Ghost Prism’s name.

The example presented is shown in Gunmetal grey, which has a rich mineral finish, produced through an exacting 10-step process in which four layers of paint are meticulously applied, then polished by hand for 16 hours.

In place of the marque’s classic mirror-polished stainless steel finish, the motor car’s grille and rear-lid brightwork are presented in high-gloss Burnout, a smoked black-grey hue. To achieve this effect, each metal piece is hand prepared by the marque’s artisans: first, a light abrasive is used across each piece to provide a ‘key’ for a hardwearing primer, onto which four coats of Burnout paint is then applied. After curing, these pieces are individually polished to ensure that they match the high-gloss brilliance of the motor car’s coachwork. In keeping with the understated aesthetic of Ghost Prism, the front bumper and side profile brightwork feature a deep gloss black finish.

Clients have a choice of four bold accent colours – Phoenix Red, Turchese, Mandarin and Forge Yellow – to complement their chosen exterior colour and create the striking contrast central to this contemporary design movement. The selected accent colour is applied to the lower bumper inserts, brake callipers and coachline – a sparing yet cohesive gesture that spans the mechanical, aerodynamic and sculptural elements of Ghost. The subtle flashes of colour further extend to the interior of the motor car, including the 1,040 coloured ‘stars’ in the Bespoke Starlight Headliner – each individually placed in the leather canvas through perforated holes, precisely chalked and punched by hand - which fill the cabin with a gentle glow.

While clients are able to appoint their interior suite with a near-limitless number of Bespoke colourways, early Ghost Prism commissions incorporate a light and vibrant palette, in contrast to the bold authority of the motor car’s exterior.

Just 120 examples of Ghost Prism are available globally, a subtle acknowledgement of 2024 being the 120th anniversary of the marque.

- ENDS -

TECHNICAL INFORMATION

NEDCcorr (combined): CO2 emission: 343 g/km; Fuel consumption: 15.0 ltr/100 km / 18.8 mpg. WLTP (combined): CO2 emission: 347-359 g/km; Fuel consumption: 15.2-15.8 ltr/100 km / 17.8-18.6 mpg.

Further technical information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow the marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[X (Twitter)](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. Its continuous investment in its facilities, products and people has resulted in a series of ‘record years’ for global sales, peaking in 2023 with over 6,000 motor cars sold worldwide.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

CONTACTS | GOODWOOD

|  |  |
| --- | --- |
| Director of Global Communications  Emma Begley: +44 (0)1243 384060 / [Email](mailto:emma.begley@rolls-roycemotorcars.com) | Head of Global Product CommunicationsGeorgina Cox: +44 (0)7815 370878 /[**Email**](mailto:Georgina.Cox@rolls-roycemotorcars.com) |
| Head of Corporate RelationsAndrew Ball: +44 (0)7815 244064 / [Email](mailto:andrew.ball@rolls-roycemotorcars.com) | Global Product PR Manager Katie Sherman: +44 (0)7815 244896 / [Email](mailto:Katie.Sherman@rolls-roycemotorcars.com) |
| Sustainability and Corporate Communications ManagerLuke Strudwick: +44 (0)7815 245918 / [Email](mailto:luke.w.strudwick@rolls-roycemotorcars.com) | Global Lifestyle Communications  Malika Abdullaeva: +44 (0) 7815 244874 / [Email](mailto:Malika.Abdullaeva@partner.rolls-roycemotorcars.com) |
|  |  |

CONTACTS | GLOBAL

|  |  |
| --- | --- |
| The Americas Gerry Spahn: +1 201 930 8308 / [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com) | Asia Pacific (South) and India Hal Serudin: +65 8161 2843 / [Email](mailto:hal.serudin@rolls-roycemotorcars.com) |
| Central/Eastern Europe and Central Asia Frank Tiemann: +49 160 9697 5807 / [Email](mailto:frank.tiemann@rolls-roycemotorcars.com) | Central and Western Europe  Ruth Hilse: +49 89 382 60064 / [Email](mailto:ruth.hilse@rolls-roycemotorcars.com) |
| China  Ou Sun: +86 186 0059 0675 / [**Email**](mailto:Ou.Sun@rolls-roycemotorcars.com) | Japan and Korea  Yuki Imamura: +81 90 5216 1957 / [Email](mailto:Yuki.Imamura@rolls-roycemotorcars.com) |
| Middle East and Africa  Rami Joudi: +971 56 171 7883 / [Email](mailto:rami.joudi@rolls-roycemotorcars.com) | United Kingdom and Ireland Isabel Matthews: +44 (0)7815 245127 / [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |